

SYSTEM TO PROVIDE CONTEXT-BASED SERVICES

ABSTRACT

5 A system is provided in which first data associated with a user and owned
by a first data owner is received, second data associated with the user and
owned by a second data owner is received, and a service to provide to the user
is determined based on the first data and the second data. As a result, a seller
may spontaneously offer an appropriate service to a user, thereby increasing
both the user's satisfaction with the seller and the seller's chance of profit.